

A nonprofit organization dedicated to training, educating, placing AEDs and conducting screenings to protect young hearts.



Cameron's Cause, in conjunction with NKEMS, is a 501(c)3 nonprofit organization. All contributions are 100% tax deductible.

For additional information about how you can impact our mission or to learn more about heart screenings, visit our website at

www.CameronsCauseFoundation.org or call **(859) 496-6805**.

Without the generous support from the following organizations, we couldn't protect young hearts as effectively as we do:



Why Should You Help?

According to Parent Heart Watch, youth are not adequately screened for heart conditions and most who suffer SCA have an undetected heart condition. Being cardiac conscious and having AEDs readily available can help prevent unnecessary deaths.

Let's Not Allow These Statistics to Grow:

- ♥ Cardiovascular disease is the second leading medical cause of death in children and adolescents in the U.S.
- ♥ In the U.S. alone, at least one adolescent or young adult dies every 2.5 days from an unrecognized heart disorder.
- ♥ Data estimates that 1 in 50 high schools has a SCA incident on school grounds each year.

What Can You Do?

- ♥ Talk to your pediatrician or primary care physician about SCA, especially if there is a family history of sudden death prior to age 40.
- ♥ Schedule a screening, including a thorough medical history, family history and physical examination, and engage further evaluation, which may include an EKG or echocardiogram, to help detect any heart condition in your child or young adult.
- ♥ Ask the school's Athletic Director about their AED accessibility and readiness process.



The Cameron's Cause Story

As parents, it is the unknown that scares us most with our children. We strive to protect them always, but sometimes we don't see it coming. In 2010, Laura and Dave Batson experienced the worst tragedy in their family's history. Their 18-year old son, Cameron Kelly Batson, collapsed, while playing a pick-up game of soccer, with his younger brother. Within a few short minutes of Cameron's collapse, he was gone.

The week of Cameron's death was horrific; so the Batson's did not dream it could be worse. However, as the cause of death was revealed - an undiagnosed heart ailment, called **ARVD (Arrhythmogenic Right Ventricular Dysplasia)** causing Sudden Cardiac Arrest (SCA) - it got worse. A few hazy days of Cameron's death, his only other sibling, 15-year old Logan, was also diagnosed with the condition. Early detection for Logan has changed his life in many ways.

Logan currently has an implantable defibrillator inside his chest to detect and treat any life threatening heart rhythms. Although, his physical activity is

limited and he has had to alter his way of life, he is currently evaluating his next life decision: college and what his future will bring.

The Batson's encounter life day-to-day. One primary initiative lies ahead of them: Laura and Dave want to protect Logan, as well as other children, by gathering donations to provide AED devices to area school systems and athletic facilities, to educate the community on the importance of heart screening and to create awareness of this and other cardiac diseases!

What Is Cameron's Cause?

Cameron's Cause, founded in 2011, is a nonprofit organization who partners with Northern Kentucky Emergency Medical Services (NKEMS) to expedite placement of Automated External Defibrillators (AED) devices, provides training and education on sudden cardiac arrest and other heart conditions, and conducts heart screenings, through a partnership with Cincinnati Children's Hospital. The organization's mission is to:

- ♥ **Build awareness around protecting young hearts,**
- ♥ **Provides AEDs to area school systems, sports venues and event facilities,**
- ♥ **Assist area medical professionals with funding research, and**
- ♥ **Provide easy and painless EKG and echocardiogram screenings for children and young adults.**

How Can I Help?

As of December 2012, Cameron's Cause has donated 50 AEDs to area schools and sporting/event facilities, while providing valuable education and training sessions and conducting screening to protect the young hearts around our community.

Please consider a donation today to safeguard even more children and young adults.

Mail donations to:
PO Box 228, Ft. Thomas, KY 41075

Name _____

Company _____

Address _____

Phone _____

Email _____

<input type="checkbox"/> \$5,010	♥♥♥	TRIPLE HEART GIFT - Provides three AED units to schools and sporting facilities
<input type="checkbox"/> \$3,340	♥♥	DOUBLE HEART - Provides two AED devices to an area school or sporting facility
<input type="checkbox"/> \$1,670	♥	WHOLE HEART - Provides one AED device to an area school or sporting facility
<input type="checkbox"/> \$835*	♥	HALF A HEART - Provides half of the cost of one AED device (When 100% is received, the device will be placed at an area school or sporting facility)
<input type="checkbox"/> Screening		I would like to donate \$ _____ to assist with the costs of the cardiac screening events

* All donations are recognized. If a partial donation is received, the donors will be notified when the full amount of an AED device has been received and when the AED has been placed. As a donor, you will be notified when your contribution has made a difference. All monetary donations are 100% tax deductible.